WOMEN

A
POLITICAL
GUIDEBOOK
FOR
NOVA
SCOTIA
WOMEN

VOTES FOR WOMEN

A POLITICAL GUIDEBOOK

92-00542/

SEPTEMBER 1991

Nova Scotia Advisory Council on the Status of Women
P.O. Box 745
Halifax, Nova Scotia
B3J 2T3

1-800-565-8662 (toll-free in Nova Scotia)
1-902-424-8662

ACKNOWLEDGEMENTS

This project was made possible through the contributions of the following women:

Marie Crooker
Dian Day
Kim MacInnis
Nancy MacCallum
Amani Wassef
and Jane Wright.

▼

This publication has been prepared to help women in Nova Scotia who are interested in politics and have a desire to become actively involved in the political process as a candidate in municipal, provincial, or federal elections.

▼

While this publication has been designed to provide general guidelines, you must examine your own area's history, economic situation, culture and demography to help you decide which suggestions and ideas in this guidebook will work best for you and your community.

CONTENTS

- INTRODUCTION 1
- SELF-APPRAISAL 2
  - Self-Appraisal Exercise 3
  - Your Stand on Issues 5
  - How Do you Feel About Things? 6
- WHAT ARE THE ISSUES? 7
  - Doing Research 8
- JURISDICTIONS AND DUTIES 9
  - Municipal 10
  - Provincial 11
  - Federal 11
- CHOOSING A PARTY 13
  - Finding the fit Between Your Stand and the Party Agenda 13
  - Securing a Party Nomination 14
  - Running as an Independent 15
- PUTTING TOGETHER YOUR TEAM 16
- RUNNING A CAMPAIGN 18
  - As a Candidate You Will be News 18
  - Special Populations of Women 19
  - Knowing Your Opponents 20
  - Canvassing 20
  - Media People, Media Lists 21
  - News Releases, News Conferences 22
- EXPENDITURES 23
  - Estimating the Cost of Running 25
  - Worksheet 27
  - Identifying Funding Sources and Fund-Raising 28
  - Party Funds for Women 30
- RESOURCES AND CONTACTS 32
- CHRONOLOGY OF POLITICAL GAINS AND ACHIEVEMENTS 35
- REFERENCES 39
- FOOTNOTES 42

INTRODUCTION

Women have always been involved in politics, but their participation has traditionally been behind the scenes: calling meetings, raising funds, providing refreshments, typing envelopes, hanging posters, canvassing voters. In the past century, women have become extremely effective at lobbying government decision makers. Suffragettes, prison reformers, daycare workers, nurses, unionists, and supporters of women's centres (among many others) have all been successful in lobbying and effecting changes in government policy.

▼

Women's entry into more formal political activity is fraught with many obstacles, from the systemic discrimination in our society and in political party structure, to the lack of financial resources and support systems for individual women. These obstacles exist at all levels of government.. In Nova Scotia, and the Atlantic provinces generally, the percentage of women elected to provincial and federal office lags behind the rest of Canada.

▼

Running for political office is still viewed as a traditionally male activity. There is a notion in our society that family life and public life are incompatible. Women, who continue to bear the major responsibility for raising children and maintaining the household, still face a lot of societal pressure to keep this their first priority.

▼

Women are not equal players in the political arena, not only because women tend to be viewed less seriously simply because they are women, but also because women comprise only a small minority of politicians. It is vital that more women have the opportunity to be directly involved in decision-making processes and to ensure that our views and concerns become an *ongoing* priority with governments. This guidebook has been prepared in the hope that it would be a practical resource, to give you an opportunity to represent constituents in the party of your choice at any of the three political levels—municipal, provincial, or federal.

SELF-APPRAISAL

> In asserting their right to participate in the political process, Canadian women are proving themselves to be women of power, women of influence.
>
> – Penny Kome [1]

The decision to enter the political arena is based to a large extent on personal considerations such as job, family, finances, and personal life, as well as on external influences, such as your dissatisfaction with your political representative or the party in power. However, the part of your personality and experience that can be called "political aptitude"—your interest, ability, and commitment—must necessarily play a major role in whether or not you are successful in winning a nomination bid, a leadership campaign, or an election.

▼

Many women have been encouraged to run for office by political parties who believe they should do more for women. Do not let anyone talk you into political involvement if you are not ready. There is some evidence to show that women candidates are more likely to be sought for nomination in hopeless or non-winnable ridings in an effort to boost the party's track record on supporting women candidates.* (Choosing a competitive riding can be the most important decision you will face.) Only you can know if you are ready to take the risk. On the other hand, it is more likely that we, as women, will underestimate rather than overestimate our talents and abilities.

▼

Winning an election requires selling your image and promoting your values and goals to a majority of your constituents. Running a good publicity campaign involves bolstering your assets and diminishing your weaknesses.

▼

The following exercise provides you with an opportunity to realistically assess your strengths and weaknesses in relation to becoming an elected representative for government. You might want to show your self-appraisal to a close friend after you have completed it to ensure that you are giving yourself the credit that you deserve.

* Marilyn Domagalski. "The Role of Women in Federal and Provincial Politics: An Analysis" in Robert J. Fleming (ed), *Canadian Legislatures: The 1986 Comparative Study*. Toronto: Office of the Assembly, 1986.

SELF-APPRAISAL EXERCISE

Rate yourself on a scale with 1 being weak and 5 being strong.

▼

PATIENCE LEVEL 1 2 3 4 5

You may be asked inappropriate or irrelevant questions by reporters and constituents, and you may be asked the same question many times; can you remain calm when dealing with people on a regular basis whom you find annoying or frustrating?

▼

LEADERSHIP SKILLS 1 2 3 4 5

Do you like working with people? Do people trust you and confide in you? Are you able to listen empathetically to someone else's problems or concerns? Are you able to delegate responsibility effectively, and openly demonstrate your appreciation for the hard work and loyalty of your supporters? Do you have access to individuals and groups who would work for your campaign?

▼

PUBLIC SPEAKING 1 2 3 4 5

Can you speak easily in front of diverse groups and to the media? Are you articulate? Does it take you a long time to practise a speech until you feel comfortable, or do you only need to read it once or twice to ensure you remember the salient points? Are you able to handle unanticipated questions effectively?

▼

STRESS MANAGEMENT SKILLS 1 2 3 4 5

Can you set priorities and follow them? Can you deal with the highs and low of your campaign with a fairly even temperament? Are you able to do many different tasks at once, or are you easily overwhelmed by disorganization and confusion? Would you be able to keep your campaign running smoothly?

STAMINA/ENDURANCE 1 2 3 4 5

Are you able to work long hours under stressful conditions? Can you pace yourself? Are you able to travel well and schedule your activities so you don't burn out? Are you able to stop before you become completely exhausted?

▼

IMPACT ON PERSONAL LIFE 1 2 3 4 5

Does your family support the idea of your getting involved in politics? Can you modify or take a leave from your work/volunteer/family commitments during your campaign? Do you have a network of friends who can offer you moral support? Could you, when necessary, put the needs of your constituents ahead of your own?

▼

POLITICAL KNOW-HOW 1 2 3 4 5

Do you know the intricacies of how government works? Do you have adequate knowledge and understanding of the issues? Do you know how to play the "game" of politics—when to say how much? Do you know what resources are available to help you become informed?

▼

EXPERIENCE 1 2 3 4 5

Have you served on agencies, boards, or commissions? If you are involved in partisan politics, were you active in the party prior to seeking nomination? Have you been actively involved in working for another candidate's campaign?

Add other items –positive and negative– present in your particular situation that could be factors in your decision to run for public office.

YOUR STAND ON ISSUES

> We don't just need women, but women from all walks of life who are committed to equality, social and economic justice for all.
> – Dawn Black [2]

Do you think your community should have more parks, a senior's centre, a fire station, a recycling depot? Do you have ideas or concerns on pensions, the government deficit, housing, violence against women, health care, the GST, the environment, unemployment? Are you satisfied with the elected representatives presently serving your area?

Usually, people get involved in politics because they have fairly broad, but definite, ideas about the way things should be or the manner in which government should be run. In other words, they already have a political agenda that sometimes has to do with keeping things as they are, and sometimes has to do with reform, or effecting more broadly based social change.

Although you will be expected to be knowledgeable on many issues, you should focus on three or four. These key issues will form the basis of your platform. Be sure they are not incompatible and that your stand on all issues is consistent. Many voters look to support the individual who has clearly and consistently articulated her views.

HOW DO YOU FEEL ABOUT THINGS?

When you are considering running for office, it is important to establish your views. Take some time to formulate how you feel about the present state of affairs in your community. Use this page to record your answers. Not only will this exercise provide you with some clarification regarding your priorities, it will serve as an interesting reference point from which to review those priorities after you have been in office for a while. Have your beliefs and priorities been changed by your new perspective?

▼

What do you think are the most important issues in your community? List three issues and number them in order of importance.

_____

_____

_____

_____

_____

▼

What do you think most of the people in your community would think were the three most important issues?

_____

_____

_____

_____

_____

▼

Are you satisfied with the way your elected representative is handling your community's affairs? What would you do differently? What would you do the same?

_____

_____

_____

_____

_____

WHAT ARE THE ISSUES?

You may already know the relative benefits and hazards in disposing of garbage, but you will not know everything about all of the issues on which you will be required to state your opinion. You will not be able to anticipate all of the questions you will be asked, but the most important things to know about are those that are or will be issues in your community during your nomination election campaign.

▼

Subscribe to your local community paper, the provincial paper, and a national paper. Regardless of what level of government you are running for, it is important to be equally well-informed and current about what is going on in your county and your country, since important issues can be very localized or very broad in scope. Reading two or three papers daily can be time-consuming; scan all the headlines and read those articles that are most relevant to your campaign and your level of government. If you are running for municipal office, spend more time with the community paper; if you are running for provincial or federal office, read the provincial or national papers more carefully. Keep a clipping file of those issues that you have identified as important to yourself and your constituency.

▼

Attend (or have a member of your campaign team attend) local community meetings, public debates, and royal commission and task force hearings. Collect briefs that are submitted to public agencies or commissions. Talk to concerned citizens who have organized around particular issues in your community. If you can make a date to attend meetings of citizen's groups, not only will you become better informed on the issues, but you will also win a lot of votes by demonstrating to people, simply by listening to their concerns, that you care about their issue and are prepared to do something about it.

DOING RESEARCH

You may believe that concern about the environment is a top priority for all levels of government, for example, but you may not know all the details of the incineration versus landfill argument. In order to arrive at a well-informed position, you must do research. Nothing will hinder your campaign more than the release of incorrect or out-of-date information.

The information you need may be gathered from a variety of sources, depending on the issue. Find out if there are individuals or groups in your constituency who have already done work on the issue. When you find someone who has some experience in the area of your concern, ask that person for the names of others who also have a point of view. Collect briefs submitted to task forces, royal commissions, or public hearings on relevant topics that have been prepared by groups with different perspectives. Your local library may have pertinent material. Make sure you know all sides of the argument, not just the one with which you agree.

JURISDICTIONS AND DUTIES

The level of politics you choose to enter will have to do with your interests. Look back over your "important issues" sheet. What level of government has jurisdiction over the areas about which you are most concerned?

▼

Political involvement at the municipal level usually requires less of your time and little requirement to travel outside your area, but it usually provides no remuneration except a per diem, or daily allowance, for attending meetings (for councillors) or a yearly honorarium (for mayors). Provincial-level political involvement requires Members of the Legislative Assembly to be in Halifax during the period that the House is sitting—usually four months each year. At the federal level, Members of Parliament must spend part of each year in Ottawa. As well, you will probably need to maintain two residences and two offices, one in Ottawa (federal level) or Halifax (provincial level), and one in your riding.

▼

Traditionally, women are most likely to run as candidates and be elected at the municipal level, and least likely to run and be elected at the provincial or federal level.

MUNICIPAL

Municipalities have jurisdiction over issues such as police protection, fire prevention, urban land use, housing, waste disposal, public transit, street maintenance, local industrial development, tourism, school systems, nursing homes, and social assistance.

▼

Municipalities are also involved in promoting their cities and towns as locations for creating economic development, delivering social services and encouraging the establishment of cultural and recreational programs. Municipal councils can contribute to day care, battered women's shelters and second stage housing, improved police protection and procedures for battered women and sexual assault victims, and coordination of social agencies in the region in order to identify needs and priorities.

▼

Political parties do not play a dominant role at this level, and the legislative bodies are generally small, involving a mayor and a varying number of councillors, depending on the size of the community.

▼

Duties of municipal councillors are for the most part attendance at council and committee meetings where decisions are made for the municipality. Most councils meet once a month, aside from committee meetings, and council members receive a per diem for attendance. Mayors are responsible for presiding over Council meetings and acting as spokesperson for the Council. Honoraria for mayors vary considerably from municipality to municipality in Nova Scotia. In addition, there is a per diem for council and committee meetings.

PROVINCIAL

The provincial government has jurisdiction over education, health care, housing, highways, resource management, energy, environment, labour, employment rights (such as parental leave and employment equity), social services, daycare, consumer affairs, and human rights.

Duties of Members of the Legislative Assembly (MLAs) vary considerably depending on whether their party is in power and whether or not they are given a Cabinet portfolio. Spending time in the visitors' gallery when the House is sitting can be a very effective way of learning the role each member plays. Province House is located between Granville and Hollis Streets in Halifax. In addition to duties filled in the House, MLAs must act as ombudspersons and advocates for the needs of their constituents.

FEDERAL

The federal government has jurisdiction over external affairs, national defence, communications, energy, criminal law, and the administration of many other matters, such as pensions and social security, justice, divorce, employment and employment training programs, unemployment insurance, and Native affairs.

The duties of Members of Parliament (MPs) are similar to those of MLAs, except responsibilities and jurisdictions are on a national level.

Many issues involve all levels of government such as education, housing, social services, and health care. Be sure you are knowledgeable on the interconnectedness of policy, programming, and funding in these issues at the three levels.

In addition to reading and visiting the legislature or parliament, try to discuss the issues with a woman who holds elected office in the party that interests you and who is willing to spend an hour or so with you explaining her duties, the difficulties she faces and the rewards she enjoys for carrying out her duties. Many women already involved in politics would be happy to have the opportunity to encourage another woman to run for office.

The following table summarizes the eligibility requirements for candidates at the three levels of office. Please check the appropriate election act and amendments to ensure that the information provided is the most current information available at the time you are running.

TABLE 1
Qualifying as a candidate

	Municipal	Provincial	Federal
Minimum age on polling day	18	19	18
Citizenship	Canadian or British subject	Canadian or British subject	Canadian citizen
Residency in electoral district	Yes, 6 months	Yes, see Act	No
Other eligibility requirements	Yes, see Act	Yes, see Act	Yes, see Act
Deposit	$200	$100	$200
Number of nominators	At least 5 qualified voters	At least 5 qualified voters	At least 25 qualified voters
Appointment of official agent	Optional	Required	Required
Statement of party affiliation & confirmation	None	Required	Required
Nomination day	2nd last Monday in September	Tuesday, 14 days before polling day	Monday, 28 days before polling day
Usual polling day	3rd Saturday in October	Tuesday	Monday
Campaign period	approx. 8 weeks	approx. 6 weeks	4 weeks
Usual time between elections	3 years	4 years	4 years
Limits to campaign spending	None	Yes, see Act	Yes, see Act for formula
Voter turnout for last election	51%	76%	75%

CHOOSING A PARTY

> Our political role must go beyond licking stamps and pouring coffee...but that goal can only be met when women and political parties make our representation a priority.
>
> – Sheila Copps 3

FINDING THE FIT BETWEEN YOUR STAND AND THE PARTY AGENDA

You probably already have a sense of which political party most fits your own views on the role of government. Your voting decisions in the past were probably made by assessing the candidates as well as the parties they represented. If you do not have a clear idea of the party platform on particular issues that you have identified as important to your campaign, call each party caucus office and ask to be sent their literature. You may also want to speak to someone (usually the information officer) who will be able to discuss the party's stand on specific issues. Keep in mind, however, that party policy is influenced to some extent by the individuals who are elected—in other words, on many issues there is room for movement. This is readily apparent during nomination campaigns where candidates often have quite different interpretations of the party's platform or future direction.

▼

All three parties have women's committees, which provide both financial and emotional support to women entering the political arena (see p. 30).

SECURING A PARTY NOMINATION

If you have not already done so, officially join the party of your choice as a member. This is crucial prior to seeking party nomination. In addition, only party members can introduce debate and pass resolutions for party policy.

▼

Unless you intend to run without any political affiliation, you must go through a party's nomination process. The membership of a recognized party officially nominates a person to represent the party in an election. Sometimes one individual is asked to run and secures the leadership by acclamation; at other times, two or more people are interested in running and must compete with each other to become the party representative. A leadership campaign is run the same way as an election campaign, except the voters are the party membership rather than the public in your constituency.

▼

Many of the barriers to women's greater involvement in political life are internal to the party. Often, for women candidates, the most significant barrier to winning an election is securing a party nomination. Research suggests that men are more likely to get nominated than women. However, obstacles within party structures are gradually being eliminated. Formal and informal affirmative action policies are being devised to help increase the number of women working within party organizations and running as electoral candidates.

▼

Party service may be one of the most important factors that influences the selection of candidates in closely contested ridings. Much of the work that women have done traditionally has been of a support nature and unrecognized as being at the forefront of party service. This means that few women have had the opportunity to gain the kind of experience that would qualify them as desirable candidates in the eyes of the party membership.

RUNNING AS AN INDEPENDENT

Running without political affiliation is almost unknown in provincial or federal politics. At these levels, it would be very difficult indeed to win an election, to say nothing of the expense incurred, as you would have no party funds backing you. In the most recent provincial and federal elections, there were no independent women candidates in Nova Scotia. Many sitting independents were once affiliated with a particular party but resigned from party membership while continuing to hold office as independents.

The reverse is true for municipal level politics—overt party affiliation would probably not provide any advantage. There are no party funds for candidates at this level.

PUTTING TOGETHER YOUR TEAM

> All political parties in Canada operate by and through women. Look into any committee room and you will find perhaps a man or two, but dozens of women...they are the muscle of all political parties.
>
> – Judy LaMarsh [4]

The earlier you know you want to run for office, the better. Six months to a year is good lead time. Ideally, organization of your campaign team would begin six months or so before the election.

▼

Identifying the right people to fill key positions on your campaign team may be the most crucial element for your success. You need people who are committed, dedicated, hard-working, and able to volunteer a great deal of time during the campaign period. Candidates who are sought out by a particular party and asked to run may find that there is a campaign team already available.

▼

Try to get individuals from various groups and organizations to work on your team to ensure that you have broad representation within your constituency. Diversifying your team members will enhance your support base and improve your understanding of the various perspectives on issues.

▼

The following are some positions and responsibilities you may consider to run an effective campaign. Of course, the number of individuals filling these positions will vary depending on the size of your campaign and the level of government for which you are seeking office. Obviously, the more people you have to work for you, the more you can get done and the less work each individual must assume.

OFFICIAL AGENT – At the provincial and federal levels, you are required to name an official agent when you register your name as a candidate in the election. This person is responsible for keeping track of the candidate's campaign contributions and expenses and submitting the records to the Chief Electoral Officer at the appropriate time. Choose someone who is well-organized!

▼

CAMPAIGN MANAGER – Oversees all the other individuals on the campaign team and ensures that the course of the campaign runs as smoothly as possible. Choose someone you respect and get along with, someone who can give you praise *and* criticism, someone with good organization *and* people skills.

▼

FINANCE CHAIRPERSON – Responsible for the bookkeeping and, depending on the size of your campaign and may conduct fund raising. A large-scale campaign may require a separate individual to be in charge of fund raising. Keeping meticulous records is vitally important.

▼

PERSONNEL/VISITATION CHAIRPERSON – Finds people to do canvassing and distribution of campaign materials to households in the polling district; also locates vehicles and drivers for election day (using the constituency list of party members and past contributors).

▼

POLL CHAIRPERSON – Responsible for finding a poll captain for each electoral or polling district, as well as the scrutineers for polling day.

▼

PUBLICITY/ADVERTISING CHAIRPERSON – Arranges appointments for media interviews and schedules advertising in newspapers and on radio and television.

▼

SIGNS CHAIRPERSON – Supervises the ordering and installation of posters, lawn signs, billboards, etc., and organizes the clean-up crew to remove campaign material (required within a certain time period) after the election.

▼

RESEARCHER/INFORMATION OFFICER – Locates material necessary to inform the candidate about particular issues and may help to write material for speeches, public forums, news releases, pamphlets, etc.

▼

ELECTION DAY CHAIRPERSON – Organizes the scrutineers' schedules on election day, organizes drivers and baby-sitters for voters who need them, posts polling results in the campaign headquarters as they become available, and organizes the post-election party for the evening of polling day.

RUNNING A CAMPAIGN

> People are forever asking "How do you win?" You just go out there and get more votes than the other guy.
>
> – Karen Sanford [5]

AS A CANDIDATE YOU WILL BE NEWS

As soon as you officially announce your candidacy (and maybe even before that), the media and the public will be interested in what you have to say about all kinds of issues, in particular, those issues that have been identified as central to the upcoming election.

▼

Some of your constituents and many reporters may feel that any question is permissible. Keep in mind that you do not have to answer questions that you find objectionable or that involve your personal life; however, not answering may cause you to lose some support, may generate bad press, or may make people even more curious and insistent on having their question answered.

▼

If you are asked a question for which you do not have a ready answer, do not guess and do not avoid the question. If it is something you simply have not had time to research, say so, and tell the reporter or constituent that you will get back to them by a specified date. If it is something that you don't want to respond to—a question you consider personal or something that you do not consider relevant to your campaign—say so.

SPECIAL POPULATIONS OF WOMEN

> Many Canadians—especially women—feel left out of the traditional political power systems. The alienated and the powerless should be our allies. Disenfranchised ourselves for so long, we as women know what it is like to be left out when major decisions affecting our lives are being taken.
>
> – Maureen McTeer[6]

White, middle-class, middle-aged, university-educated, heterosexual, able-bodied women may secure nominations or win elections much more easily than women from other groups. All of the Nova Scotian women who have been elected at the provincial or federal level of politics have been seen to fit these criteria. Women who do not meet these criteria are facing racism, classism, ageism, heterosexism, and able-ism, as well as sexism.

▼

Women of colour, women on social assistance, women with fixed incomes or with limited formal education, lesbians, and disabled women must do additional planning for their campaigns. The most important strategy is to demonstrate to your constituents that you represent their interests and that you identify with their concerns. Most of your constituents will assume that people who look like them and share similar backgrounds are like them, while those who do not necessarily have a different perspective.

▼

Depending upon the composition of your riding, being a minority woman can be an advantage. For example, a Black woman running in a riding with a large Black population, or a working class woman seeking office in a blue-collar neighbourhood, may use their similarities to secure the votes of a large proportion of the population. First Nation women have the added opportunity to become involved in Native band councils as council members or chiefs.

KNOWING YOUR OPPONENTS

It is important to know the strengths and weaknesses of your opponents and to be aware of their positions on the concerns of voters, particularly where they differ and where they agree with your own beliefs and values. There may be few major ideological differences between candidates, especially in cases of party nomination, when it is even more important to clearly formulate for the party membership what it is that makes you a different and viable choice as a candidate.

▼

Gather material about other candidates from media reports, public meetings you are all attending, and through printed material put out by the candidates. Make sure a member of your campaign team or a supporter is able to attend each public event, ask questions, and report back to you or your campaign manager.

▼

Do not go to any public meetings or all-candidates debates without as many supporters as you can muster. Their role is two-fold: to ask difficult and challenging questions of your competition, and to ask you questions to give you an opportunity to outline your views.

CANVASSING

Door-to-door canvassing will be your main activity. It is usual for you or your representatives to visit each household in your riding at least once during your campaign, perhaps returning to areas that are more crucial—where a large percentage of voters are undecided, for example. It is usual (and safer) for two or three canvassers to travel together. Make sure you and your supporters visit your constituents at a convenient time of day—avoid meal-times, and don't arrive too early in the morning or too late in the evening.

▼

The purpose of canvassing is to take your views to your constituents in a personal manner, and to give them the opportunity to you ask questions about your stand on issues and your plans for the community. Make sure you have a piece of literature to leave with each constituent to reinforce your campaign or to leave in the mailboxes of those who aren't home when you call. You may also want to keep a record of the houses you visit; whether the residents were home when you called; whether the residents state they will support you, your opponent, or are undecided; and (if a supporter) whether or not they are willing to display a lawn sign.

MEDIA PEOPLE, MEDIA LISTS

It is important to be on good terms with all the reporters covering your campaign, since it is they, along with their editors, who will decide what and how much to write about you. Fill requests for interviews if at all possible—you may need to delay an interview until you are better prepared to discuss a particular issue, but try to avoid turning down a request completely.

▼

Reporters who seem particularly supportive of you or of the issues you stand for should be cultivated. Pay attention to the by lines in your newspaper and on radio and television news programs and make a note of the names of reporters whose approach or analysis you like.

▼

Do not assume that the reporter who interviews you or asks you a question is necessarily more knowledgeable than you are or is trying to trip you up. That may be the case, but it is equally possible that the reporter has been assigned to your story without having had time to gather any background information. They, like you, cannot know something about everything, and sometimes must "make news" by the seat of their pants.

▼

Updated media lists are usually compiled by each party prior to an election that include names, addresses and telephone numbers of all media outlets, both print and electronic.

NEWS RELEASES, NEWS CONFERENCES

Writing a good press release—one that will get members of the media to show up because they think that "news" is going to happen—takes practice. The idea is to give out just enough information to generate interest. You can gauge your success by the response. Most newspapers and TV and radio stations want to get their own angle on a particular story and will be interested in following up a news release with an exclusive interview. Usually this will not be a lengthy process; 5 to10 minutes of your time may give them all they need to complete their story.

▼

Before the interview begins, ask the reporter what questions you will be asked—reporters always have a script (even if it's only in their head) and rarely ask questions "off-the-cuff" in a prearranged interview. This will give you a little time to mentally formulate your answers. Ensure that you are not being broadcast live unless you feel very comfortable with the topic and with the process. Interviews can easily be taped (in fact, they usually are); this gives you added security in case you make a mistake or stumble.

▼

Make yourself available for photo opportunities by being present at local and national news events. Easy identification is helpful to the voter. Try to present yourself as assured, confident, articulate, and sensitive to others.

▼

Calling a news conference is an effective way to get most of the media interviews and picture-taking done at once. News conferences are used when you have a major announcement to make, not when you wish to discuss a particular issue or respond to an opponent's statement. You should send a press conference advisory to the names on your media list two days before the event. Again, the idea is to let reporters know that you will be in a particular place at a particular time to make a statement and answer questions about a particular issue, but not to give out too much information. If all of the details are in the news release, reporters will be able to write or package their stories without attending the news conference.

EXPENDITURES

Women are more likely than men to experience financial difficulties when running for office. Because women generally have less disposable income, you may have less money available to spend on your campaign, or you may be less able to obtain the large sums crucial to party nomination at the provincial or federal level. In addition to this, many women carry the added expense of childcare.

While it has been assumed that women must run campaigns on shoestring budgets because they have less personal disposable income and fewer financial connections from which to solicit large donations, the 1988 provincial *Election Returns* and the 1988 federal *Election Expenses* demonstrate that women may be more likely to spend more on their campaigns than their male counterparts.

TABLE 2

Average election expenses for 1988 provincial candidates by political party and sex of candidate

	Progressive Conservative	Liberal	New Democratic	Successful candidates (all parties)
Women	$26,654	$21,831	$9,821	$31,519
Men	$33,797	$20,951	$8,376	$27,548

TABLE 3

Average election expenses for 1988 provincial candidates in Nova Scotia in seven categories

Category	Expenditure
Personal expenses	$ 84
Hire of premises	$885
Services	$4,790
Travelling expenses	$268
Goods supplied	$5,624
Advertising	$7,474
Other	$412

TABLE 4

Average election expenses for 1988 federal candidates in Nova Scotia ridings by political party and sex of candidates

	Progressive Conservative	Liberal	New Democratic	Successful candidates (all parties)
Women	None	$42,628	$19,357	$43,598
Men	$38,564	$39,003	$16,263	$37,665

ESTIMATING THE COST OF RUNNING

Campaigns can usually be run at the municipal level on a very limited budget. While the cost of mayoral campaigns in Metropolitan Halifax-Dartmouth approached provincial and federal funding figures, would-be mayors and councillors in more rural areas of Nova Scotia spent, on the whole, considerably less. It is not usually necessary to rent campaign office space or to pay for staff. There are no party campaign funds for candidates, and fund-raising is left almost entirely up to the individual and her campaign team.

Provincial and federal elections, on the other hand, can be very expensive and necessarily must include an organization and management strategy that calls for greater spending. If you have already been nominated to represent a particular party in an election, you will have the financial backing of your party organization. The amounts available will depend on the party and the riding, since they are usually funds that have been raised by the local party association. Make sure you are clear at the outset what your personal financial responsibility will be.

One of the best ways to determine how much money you need to run a successful campaign is to look at the returns for the last election at the level of government that interests you. Included in these returns are lists of candidates expenses broken down into such broad categories as personal expenses, office rental, travelling expenses, goods supplied, advertising, and others. Check your riding—there can be a great deal of variation from riding to riding, party to party, and individual to individual—but you will get a general sense of how much it will cost to be competitive.

On the following page is a worksheet where you can estimate the amount of money it would take to run a campaign in your area at the appropriate level of government. You will need to determine which expenses are necessary, which would be beneficial if you have enough money, and which are superfluous to your campaign. Obtain realistic estimates—don't guess, call (or have the appropriate member of your campaign team call) the photographer, the printer, the newspaper, the stationer, etc. for current prices.

▼

In federal and provincial elections, candidates who secure more than 15 per cent of the votes in their polling district are reimbursed a certain amount of money (based on the number of people in the riding and the number of candidates who receive more than 15 per cent of the votes) from public funds. In order to approximate this amount, find your riding in the "election expenses of candidates" section in the returns for the latest election. If you are eligible for a $10,000 reimbursement, but you only spent $5,000 on your campaign, you will only get that amount which you actually spent—the $5,000. Do not count on this money until after you have received more than 15 per cent of the vote! In the 1988 provincial election, 37 of the 163 candidates failed to receive 15 per cent of the valid votes cast in their electoral districts and were therefore not eligible for *any* reimbursement.

WORKSHEET

Estimating your campaign budget

	Number & Size	Cost Estimate	Total
	Campaign budget for municipal election		
For small campaign			
Professional photo of candidate			
Posters			
Lawn signs			
Newspaper advertisements			
Candidate information flyer #1 (biographical info & platform)			
Postage (# of households x cost of postage)			
Childcare			
For larger campaigns add			
News conference			
Candidate information flyer #2 (polling info, transportation, childcare assistance offer)			
Postage			
Thank you advertisements			
	Campaign budget for provincial/federal election,		
add to above			
Headquarters rental			
Office furniture rental			
Heat and electricity			
Telephone rental			
Office supplies			
Office staff			
Travel expenses			
Refreshments for public events			
Victory party			

IDENTIFYING FUNDING SOURCES AND FUND RAISING

Candidates have three sources of funds: party contributions, private and corporate contributions, and their own money. If you are the party's nominated candidate, you will have the support and the experience of the party organization and its fundraising committee, as well as access to funds that may have accumulated since the last election. Depending on the level of government and the party organization, different methods of fundraising may be traditional in your area: yard sales, bake sales, car washes, auctions, dinners—all remain effective ways of raising money. The money is coming from people who do not necessarily support you as a candidate; what matters is that people are paying for a service or an item, and you get the money for your campaign.

▼

Other fund-raising strategies depend to a larger extent on direct solicitation, either from individuals or from business. Your flyers and other campaign literature may include a request for donations and the address where cheques may be sent.* Your fundraising chairperson should identify businesses in your community who may be interested in making a donation to your campaign. A letter should be drafted that briefly introduces you and your stand on the issues and asks for a political donation. A week or two after the letters are sent out, follow-up phone calls should be made to encourage those who are supportive but may be procrastinating over signing a cheque. Individuals who publicly support your campaign should also be asked directly for financial contributions. Receipts must be issued and donors and amounts recorded for all donations.

▼

Make sure that all donors know that their money is accepted with no strings attached and will be publicly disclosed. Larger businesses or corporations may donate money to political campaigns because they feel that a particular candidate or party has something to offer them, whether or not it is formally stated. They are also likely to be the largest donors, so running a campaign without corporate funds may put you at a disadvantage if you are competing with others who have access to such funding.

* Donations to federal or provincial election candidates will qualify the donor for an income tax break; donations to municipal candidates do not.

▼

In some provinces, it is illegal to accept campaign funds from corporate sponsors, but this is not at present the case in Nova Scotia. Also, some businesses regularly donate money to all candidates whom they feel have a chance of winning, thereby achieving a tax write-off and ensuring political support regardless of the election outcome. You may want to find out if this is the case before you accept corporate donations.

▼

Often male candidates have greater access to funds since they are given greater corporate support in the political arena. Although the federal *Election Expenses Act* controls spending for candidates and parties, those vying for nomination at the constituency level and contenders for party office and party leadership are not covered by the rules that govern general election expenses. This means that there are no real spending limits for party nomination and leadership campaigns—these are also the areas that would require more private (as opposed to party) funding.

▼

Keep in mind that many donations to your campaign could be equally useful in forms other than money—a rent reduction, office supplies, or the loan of furniture can often be solicited more easily than cash.

PARTY FUNDS FOR WOMEN

As a result of political lobbying, the three major parties have set up special funds for women candidates at the federal and provincial level.

PROVINCIAL

The New Democratic Party of Nova Scotia was the first provincial party to set up a special fund for women. The Women in the Legislature Fund provides financial support to those women who require it. For more information, write to:

Pat Young, Participation of Women, or
Janet Stevenson, Women's Rights Representative
P.O. Box 1617
Halifax, Nova Scotia
B3J 2Y3 telephone (902) 423-9217

▼

The Nova Scotia Liberal Association has a Women's Support Committee, chaired by MLA Sandy Jolly, to answer questions and offer advice and support for any woman in Nova Scotia interested in seeking a Liberal Nomination. An allotment of up to $500 is available, if needed, based on receipts for nomination expenses. In addition, funds for childcare are available for the six-week campaign period, if needed. For more information, contact:

The Nova Scotia Liberal Association
P.O. Box 723
Halifax, Nova Scotia
B3J 2T3 telephone (902) 423-6128

Money is raised for female liberal candidates through the Cecilia MacDonald fund-raising dinner. For more information, write to:

Jane Cordy, Past President
Women's Liberal Committee
48 Oathill Crescent
Dartmouth, Nova Scotia
B2Y 4H2

▼

The Progressive Conservative Association of Nova Scotia has the Gladys Porter Fund which supports women candidates. The party headquarters are located at::

Suite 405, 1649 Hollis Street
Halifax, Nova Scotia
B3J 1V8

or you can call the Caucus Office at 424–2731 or the Women's Association at 429-9470.

FEDERAL

The Progressive Conservative Party of Canada announced the establishment of the Ellen Fairclough Foundation at the PC Women's Federation annual general meeting in 1986. The fund was created to increase the political participation of women from campaign organization to candidacy. It promotes greater political awareness and participation of women through training and development programs, provides support for female candidates, and assists women in developing communication and political skills. For more information, write to:

Ellen Fairclough Fund
Mary Meldrum, Women's Director
Progressive Conservative Party
200-161 Laurier Avenue West
Ottawa, Ontario
K1P 5J2 telephone (613) 238-6111

▼

The Liberal Party of Canada has the Judy LaMarsh Fund to provide financial assistance to women Liberal candidates at the federal level. Annual dinners provide the bulk of the funds. In 1988, each of the 51 women candidates received a cheque in the amount of $850 for their campaign. For more information write to:

Judy LaMarsh Fund
Cynthia Cusinato, Women's Director
Liberal Party of Canada
200-200 Laurier Avenue West
Ottawa, Ontario
K1P 6M8 telephone (613) 237-0740

▼

The New Democratic Party of Canada sponsors the Agnes Macphail Fund, which provides financial support to NDP women candidates at the federal level. During the 1984 federal election, 44 candidates received contributions of $500 each. For more information write:

Agnes Macphail Fund
Abby Pollonetsky
Participation of Women
New Democratic Party of Canada
600-280 Albert Street
Ottawa, Ontario
K1P 5J8 telephone (613) 996-3613

▼

Both the Judy LaMarsh Fund and the Agnes Macphail Fund provide female candidates with assistance for childcare costs, travel, and household expenses.

RESOURCES AND CONTACTS

Make sure that you are thoroughly familiar with all the legal and funding requirements under the Election Act at the appropriate level of government..

FEDERAL

The ***Canada Election Act*** is available from:

Elections Canada
440 Coventry Road
Ottawa, Ontario
K1A 0M6 telephone (toll-free) 1–800-267-8683

Your local or university library may have a copy of the act, but it will be in the reference section so you will be unable to remove it from the premises. Federal riding maps are also available from the above address.

▼

The Canadian ***Election Returns*** and ***Election Expenses*** are available within a year after a federal election from Elections Canada, or may be available in the reference section of your community or university library.

▼

The mandate of the National Women's Liberal Commission's is to represent and promote the interests of women within the party and to encourage active participation of women at all levels of party activities:

The National Women's Liberal Commission
200 Laurier Avenue West, Suite 200
Ottawa, Ontario
K1P 6M8 telephone (613) 237-0740

▼

The mandate of the NDP Participation of Women Committee is to encourage the participation of women in the party at all levels of government:

Abbey Pollenetsky, Director of Women's Program
Participation of Women Committee
New Democratic Party of Canada
280 Albert Street, 6th Floor
Ottawa, Ontario
K1P 5G8 telephone (613) 236-3613

▼

The National Progressive Conservative Women's Federation, through its regional women's caucuses, establishes and maintains support groups to attract and assist women who wish to run as candidates for the Progressive Conservative Party and ensures that women's views and interests are represented and integrated in party decisions and policies:

National Progressive Conservative Women's Federation
and Women's Bureau
161 Laurier Avenue West, 2nd Floor
Ottawa, Ontario
K1P 5J2 telephone (613) 238-6111

PROVINCIAL

The ***Nova Scotia Election Act*** is available (depending on supply) through:

Nova Scotia Government Bookstore
1700 Granville Street
P.O. Box 637
Halifax, Nova Scotia
B3J 2T3 telephone (902) 424–7580

Copies of the provincial act are housed in the Legislative Library on the second floor of Province House (telephone 424–5932). It may also be available in the *Statutes of Nova Scotia* in the reference section of your local or university library.

▼

The Province of Nova Scotia ***Election Returns*** are available through the government bookstore. This information is compiled within the year after each provincial election and includes a list of all candidates and their official agents, candidate election expenses, party election expenses, votes cast, and candidates elected.

MUNICIPAL

The ***Municipal Elections Act,*** the ***Municipal Elections Handbook, The Candidate's Guides to Municipal Elections,*** and ***A Calendar Guide to Municipal Elections*** are available through the Nova Scotia Government Bookstore, or through:

Department of Municipal Affairs,
P.O. Box 216,
Halifax, Nova Scotia,
B3J 2M4

or by visiting the department on the 13th floor, Maritime Centre, 1505 Barrington Street, Halifax. It may be difficult to get an up-to-date copy of the act between elections. Make sure you get all of the amendments made since the last election.

▼

Municipal Election Returns are available, by community, from the municipal office or town hall, your community newspaper's files, or the clipping file maintained by your community library.

▼

A Guide to Local Government in Nova Scotia published by the Henson College Municipal Administration Program is available from the Dalhousie University bookstore in the Student Union Building, or from the Nova Scotia Government Bookstore. Large orders (over 25) may be ordered directly from:

Henson College,
Dalhousie University,
Halifax,
B3H 3J5.

GENERAL

The Nova Scotia Advisory Council on the Status of Women has an extensive vertical file collection on women in politics. Its resource centre is open to the public from 8:30 a.m. to 4:30 p.m., Tuesday through Friday, and photocopies may be made for a minimal charge.

▼

Founded in 1984, the Committee for '94 is a non-partisan group dedicated to increasing the number of women elected to public office, by promoting changes in attitude and encouraging women to enter politics. It takes its name from its goal of equal representation in the federal House of Commons by 1994. The Committee publishes a newsletter entitled **Women in Politics Across Canada**. For more information, write:

Wanda O'Hagan, Chair
The Committee for '94
5 Maple Avenue
Toronto, Ontario
M4W 2T5
or telephone (416) 922-3509

Other non-partisan groups include:

Canadian Women for Political Representation
Florie Storie
5 Valiant Drive
Nepean, Ontario
K2T 2N3

The Junior League of Halifax, Inc.
5675 Cunard Street
Halifax, Nova Scotia
B3K 1C7

CHRONOLOGY OF POLITICAL GAINS AND ACHIEVEMENTS

> The country is yours, ladies: politics is simply public affairs. Your, mine and everyone's. The government has enfranchised you, but it can emancipate you, that is done by your own process and thought.
>
> - Nellie McClung, 1917 [7]

1758 ▼ The Nova Scotia Legislature was formed.

1884 ▼ The federal government introduced the Married Women's Property Act recognizing the rights of married women to hold property.

1887 ▼ The municipal franchise was granted to widows and spinsters in Nova Scotia.

1893 ▼ A bill for the full enfranchisement of women was defeated in Nova Scotia.

1894 ▼ Once again, a bill for equal franchise was defeated—by one vote.

1895 ▼ A bill for partial franchise for women was defeated by nine votes.

1917 ▼ Nurses, under the Military Voters Act, were given the federal vote.

▼ Premier Murray killed the provincial Suffrage Bill, saying, "the enactment of such a measure at the present time would serve no useful purpose."

▼ Women were granted eligibility for appointment to school boards in incorporated towns.

▼ The Barristers and Solicitors Act was passed, permitting women to study and practise law on the same terms as men.

1918 ▼ Most women were granted the right to vote in federal elections across Canada. Most Nova Scotian women were permitted participation in provincial elections; Asian and Native women were denied suffrage until 1948 and 1960 respectively.

1920 ▼ For the first time, women in Nova Scotia (there were three of them) ran for political office—unsuccessfully.

1921 ▼ The first female Canadian Member of Parliament was Agnes Macphail. She won the United farmers of Ontario federal nomination over 10 men.

▼ Women could be elected to legislative offices federally and in most provinces.

1928 ▼ Following a petition from Emily Murphy, Nellie McClung, Louise McKinney, Irene Parlby, and Henrietta Muir Edwards, the Supreme Court of Canada decided that women were not persons under the terms of the British North America Act, and therefore could not be appointed to the Senate.

1929 ▼ After the famous "Person's Case" was heard before the British Privy Council (at that time the court of appeal for the Supreme Court of Canada), Canadian women were granted full political freedom.

1930 ▼ Cairine Wilson, from Ontario, became the first woman appointed to the Senate.

1935 ▼ It was not for another 14 years that a second woman, Martha Black, was elected to Parliament.

1957 ▼ Ellen Fairclough became the first woman to be appointed to a federal Cabinet position, when she became Secretary of State.

1960 ▼ Progressive Conservative Gladys Porter, a former Mayor of Kentville, became the first Nova Scotian woman elected at the provincial level.

1969 ▼ Rachel Marshall of Millbrook was the first woman to be a band chief on a Canadian Indian Reserve.

1970 ▼ The Report of the Royal Commission on the Status of Women in Canada was tabled.

1971 ▼ Canada Labour Code Amendments included protection from discrimination based on sex and marital status.

1974 ▼ Liberal Coline Campbell became the first woman to hold a Nova Scotia seat in Parliament.

▼ Liberal Melinda MacLean was the second Nova Scotian woman elected at the provincial level.

1980 ▼ New Democrat Alexa McDonough became Canada's first female party leader.

1983 ▼ PC Maxine Cochrane was elected. This by-election marked the first time two women held seats at the same time in Nova Scotia.

1984 ▼ This year was a breakthrough for women at the federal level. At this time, 27 women sat in the House of Commons, the highest number in history. Six of them were appointed to Cabinet.

▼ For the first time in a western democracy, federal leaders of the three parties agreed to participate in a televised debate on issues of concern to women.

▼ Jeanne Sauve became the first woman Governor-General of Canada.

▼ PC Corra Etter was elected at the provincial level.

▼ Daurene Lewis of Annapolis Royal became Canada's first Black woman mayor.

1988 ▼ PC Marie Dechman and Liberal Sandy Jolly were successful in securing provincial seats.

Liberal Mary Clancy was elected in a federal riding.

1989 ▼ Marie Dechman became the first woman Deputy Speaker of the House.

OUR
VERY
BEST
WISHES
FOR
SUCCESS
IN
THE
FUTURE!

REFERENCES

Andrews, Carolyn and Jane Bartels. *Women in Politics: Becoming Full Partners in the Political Process*. Ottawa: Canadian Advisory Council on the Status of Women, 1987.

Antoft, Kell (ed.). *A guide to local government in Nova Scotia*. Halifax: The Institute of Public Affairs, Dalhousie University, 1977.

Bashevkin, Sylvia. *Toeing the Lines: Women and Party Politics in English Canada*. Toronto: University of Toronto Press, 1985.

Bashevkin, Sylvia. *Women's Participation in Political Parties*. Paper presented at the Symposium on the Active Participation of Women in Politics, November 1990.

Black, Naomi. "Of Lions and Mice: Making Women's Politics Effective," *Canadian Women's Studies*, Vol. 2 (4), 1980.

Brodie, Janine. *Women and Politics in Canada*. Toronto: McGraw-Hill Ryerson, 1985.

Brodie, Janine and Jill McCalla-Vickers. *Canadian Women in Politics: An Overview*. London: Routledge and Kegan Paul, 1981.

Burt, Sandra et al (eds). *Changing Patterns: Women in Canada*. Toronto: McClelland and Stewart, 1988.

Canadian Advisory Council on the Status of Women. *Where is the Power?* undated.

Canadian Advisory Council on the Status of Women. *Women in Power: Becoming Full Partners in the Political Process*. Background paper, Ottawa, November 1987.

Canadian Research Institute for the Advancement of Women. *Women's Involvement in Political Life: A Pilot Study*. Ottawa, October 1987.

Cleverdon, Catherine L. *The Woman's Suffrage Movement in Canada*. Toronto: University of Toronto Press, 1974.

Cochrane, Jean. *Women in Canadian Life: Politics*. Toronto: Fitzhenry & Whiteside, 1977.

Committee for '94. *Let Women Play Too! The Case for Public Funding of Canadian Elections*. Brief to the Royal Commission on Electoral Reform and Party Financing, 1990.

Copps, Sheila. *Nobody's Baby: A Survival Guide to Politics.* Toronto: Deneau Publishers, 1986.

Domagalski, Marilyn. "The Role of Canadian Women in Federal and Provincial Politics: An Analysis" in Robert Fleming (ed), *Canadian Legislatures: The 1986 Comparative Study.* Toronto: Office of the Assembly, 1986.

Erickson, Lynda. *Women and Candidacies for the House of Commons.* Presented at the Symposium on the Active Participation of Women in Politics. Royal Commission on Electoral Reform and Party Financing, Montreal, 1990.

Gelb, Joyce. *Feminism and Politics: A Comparative Perspective.* Berkeley: University of California Press, 1989.

Gray, Charlotte. "The New F-Word," *Saturday Night.* April 1989.

Karlstedt, Fiona and Mary Rakowski. *Run to Win: A Handbook for Women Running for Local Public Office.* Thunder Bay, Ontario: Northwestern Ontario Women's Decade Council, 1985.

Kome, Penny. *Women of Influence: Canadian Women and Politics.* Toronto: Doubleday, 1985.

_____. *Every Voice Counts: A Guide to Personal and Political Action.* Ottawa: Canadian Advisory council on the Status of Women, 1989.

LaMarsh, Judy. *Memoirs of a Bird in a Gilded Cage.* Toronto: McClelland and Stewart, 1969.

Maille, Chantal with Valentine Pollon. *Primed for Power: Women in Canadian Politics.* Ottawa: Canadian Advisory Council on the Status of Women, November 1990.

Morgan, Ronald. *Getting Elected: How to Win a Municipal Election.* Vancouver: International Self-Counsel Press, 1986.

New Brunswick Advisory Council on the Status of Women. *Being There: Everywoman's Guide to Political Action.* Moncton, 1983.

Ontario Advisory Council on Women's Issues. *Municipal Politics: What's in it For You.* Toronto, undated.

Ontario Conference on Local Government and the Ontario Ministry of Treasury, Economics and Intergovernmental Affairs. *Women and Local Government...A Beginning,* 1975.

Payne-O'Connor, Josephine. *Women in Politics, Vancouver Island Profiles: Sharing Power*. Victoria: Kachina Press, 1986.

Prentice, Alison, et al. *Canadian Women*. Toronto: Harcourt Brace Jovanovich, 1988.

Robinson, Gertrude J. *Women Politicians and Their Media Coverage*. Paper submitted to the Royal Commission on Electoral Reform, 1990.

Secretariat à la condition feminine. *Women in the National Assembly: From the Right to Vote to the Sharing of Power*. Quebec: Assemblee nationale, 1990.

Symposium on the Active Participation of Women in Politics, Summary of Proceedings, Montreal, 1990.

Tulloch, Elspeth. *We, the undersigned: A Historical Overview of New Brunswick Women's Political and Legal Status 1784–1984*. Moncton: New Brunswick Advisory Council on the Status of Women, 1985.

Vickers, Jill (ed). *Getting Things Done: Women's Views of Their Involvement in Political Life*. A joint publication of Unesco and the Canadian Research Institute for the Advancement of Women, November 1987.

Zwarun, Suzanne. "How to Get Into Provincial Politics. 2: Getting Political" *Chatelaine*, September 1985.

ENDNOTES

1. Penny Kome. *Women of Influence: Canadian Women and Politics*. Toronto: Doubleday, 1985.
▼
2. Dawn Black. Conference report, "Winning Women: Power and Ethics," Manitoba, January 1991
▼
3. Sheila Copps. *Nobody's Baby: A Survival Guide to Politics*. Toronto: Deneau Publishers, 1986.
▼
4. Judy LaMarsh, quoted in Jean Cochrane's *Women in Canadian Life: Politics*. Toronto: Fitzhenry & Whiteside, 1977.
▼
5. Karen Sanford, quoted in "How to Get into Provincial Politics.2: Getting Political" by Suzanne Zwarun, *Chatelaine*, September 1985.
▼
6. Maureen McTeer. *Network* (newsletter of the National PC Women's Federation and Women's Bureau). V.7, N.4, October 1990, p. 10.
▼
7. Nellie McClug. In Times Like These. Toronto: University of Toronto Press, 1972.